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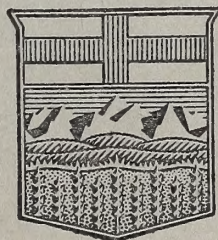
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TWENTY-EIGHTH ANNUAL
REPORT
OF THE
Alberta
Liquor Control Board
OF THE
PROVINCE OF ALBERTA
1951

(FROM 1st APRIL, 1951, TO 31st MARCH, 1952)

PUBLISHED BY ORDER OF THE LEGISLATIVE ASSEMBLY



EDMONTON
Printed by A. Shnitka, Queen's Printer
1953

**TWENTY-EIGHTH ANNUAL
REPORT**

OF THE

Alberta

Liquor Control Board

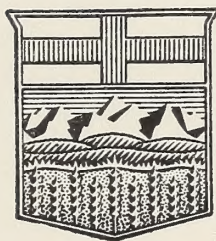
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ALBERTA LIQUOR CONTROL BOARD

Edmonton, 19th January, 1953.

The Honourable Ernest C. Manning,
Provincial Treasurer,
Parliament Buildings,
EDMONTON, Alberta.

Sir:

I have the honour to submit herewith the Report of the
Alberta Liquor Control Board, covering the Fiscal Period from the
1st April, 1951, to the 31st March, 1952.

I have the honour to be, Sir,

Your obedient servant,

A. J. MASON,
Chairman.

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REPORT OF THE ALBERTA LIQUOR CONTROL BOARD

The operations of the Board during the Fiscal Year which ended on the 31st day of March, 1952, are covered by this, its twenty-eighth Annual Report.

Financial Statements and Appendices which are incorporated herein, show in detail its various activities.

Net income for the year, including License Fees, totalled \$12,894,129.72.

In addition, the sum of \$191,582.25 was received from the sale of Permits. This sum is not included in the Financial Returns of the Board, as it is remitted direct to the Honourable the Provincial Treasurer, in accordance with the provisions of Section 142 of the Act, to be accounted for as part of the General Revenue Fund of the Province.

LICENSES

Licenses are issued for the Calendar Year and expire at 31st December in the year of issue. For the Calendar Year of 1951 there was no change in the number of Licenses issued with respect to Distilleries and Breweries located within the Province. One License was issued to a Distiller and Five Brewers received Licenses.

The products of these Licensees were favourably received by the public. A high standard of quality was maintained, and their operations were conducted in a most satisfactory manner.

Beer Licenses were issued with respect to 403 Hotels. During the License year thirty-eight of these Hotels changed hands, and new Licenses were issued to the purchasers. One License was withdrawn when the Hotel business was taken over by another Company, in a new location, and three Hotels were destroyed by fire and the Licenses were not replaced. Happily, apart from the material loss to the Licensees, there was no loss of life or loss of effects by guests at the Hotels destroyed by fire.

It was, unfortunately, necessary to discipline ten Licensees for various infractions of the Liquor Act and Regulations. Two Beer Rooms, those at Legal and Kirriemuir, were closed for thirty days, owing to the Proprietors selling Beer during prohibited hours.

Five Licensees were penalized for making sales to minors. The Board examined these cases with great care, in order to satisfy itself that carelessness was evidenced when the sales were made, and that had reasonable diligence been exercised, the minors responsible would not only have been refused, but would have been prosecuted for entering Licensed Premises.

One Beer Room was closed for two weeks, owing to the generally unsatisfactory manner in which the Hotel premises were being conducted.

Off-premises sale privileges were temporarily withdrawn from two Hotels, when it was disclosed that sales in excess of the quantity permitted under the Regulations had been made.

Out of a total of 403 Licenses issued, less than two and one-half per cent of the Licensees had to be disciplined during the License year, and this shows that the majority conducted their premises in a satisfactory manner.

It is often a difficult matter to detect a minor who tries to obtain service on Licensed Premises, yet a great many Hotelmen,

ALBERTA LIQUOR CONTROL BOARD

by careful screening, have succeeded in apprehending these young people, who, by their actions, are jeopardizing the License and the livelihood of the operator, and by prosecuting them, have discouraged others from trying similar tactics.

There has been continued improvement in accommodations available in Licensed Hotels, and substantial amounts have been expended in this connection. The Board appreciates the co-operation of Licensees, whose pride in their industry has made this programme possible.

Executive Officers and the permanent officials of the Alberta Hotel Association have assisted the Board in many ways throughout the year, and their help and co-operation at all times has been deeply appreciated. We take this opportunity of expressing our thanks to them.

On the First day of January, 1952, the Hotelmen of Alberta instituted "The Alberta Hotel Association Scholarship Plan". This Plan is to provide funds in order that a number of students, who would otherwise be denied the opportunity of continuing their studies at the University, may complete their educational programme. A very representative Committee has been set up to screen applicants, and to award Scholarships to those considered to be deserving. The Hotelmen are making voluntary contributions in order to provide the funds for this very worthy cause.

Sixty-nine Club Licenses and Fourteen Club Liquor Licenses were issued. In all cases, the Club premises were conducted in full accord with the requirements.

Canteen Licenses authorizing the sale of Beer only were issued to Canteens and Messes operated under the control of the Armed Forces at 31 locations, and in addition, Canteen Liquor Licenses were issued to such Canteens and Messes as could qualify under the legislation. All such premises were conducted in a satisfactory manner throughout the year.

A statement showing Licenses issued and penalties imposed will be found in Appendix "A".

FLAVOURING EXTRACTS AND ESSENCES

Retailers handling and selling Alcoholic Flavouring Extracts and Essences to the number of 1,533 received Licenses, and in all cases conducted their business satisfactorily. In consequence, it was not necessary for the Board to take disciplinary action in connection therewith.

LAW ENFORCEMENT

The Officers of the Royal Canadian Mounted Police, as well as those of the Police Forces of the Cities and Municipalities throughout the Province, have continued to enforce the provisions of the Liquor Act, and also to carry out other duties on behalf of the Board, from time to time. To all of them the Board extends its very grateful thanks.

GENERAL REMARKS

The Board and the Brewers of Alberta paid to the Dominion Government in the Fiscal Year a sum in excess of \$13,450,000 by way of Customs and Excise Duty, Sales Tax and Taxes on Malt.

Cash and Trade Discounts amounting to \$27,278.40 were

received by the Board, and these appear in the Financial Statements.

Mail Order customers received 11,216 parcels by Express, at a cost to the Board of \$5,644.68 for transportation charges.

In addition to packages sent by Express to points at which Express Companies maintain an Agency, 1,408 parcels containing liquor were sent through the Mail to points where Express facilities are not available. Postage defrayed by the Board amounted to \$998.29.

All Entries and Clearances from Dominion Government Customs and Excise Bonds are prepared by our own Staff. During the Fiscal Year 6,138 such Entries and Clearances were completed.

Permits to purchase liquor are issued for the Calendar Year. 163 of these Permits were cancelled for cause during the year, and a further 322, held by persons who were Interdicted, automatically became void when the Interdiction Orders were placed.

A statement showing the number of each Class of Permit issued will be found in Appendix "B".

Individual Permit holders made 4,498,995 purchases, at an average cost of \$6.22 for each transaction.

Licensee customers made 43,940 separate purchases of Beer at Government Warehouses.

Vendors at Government Liquor Stores filled 97 Prescriptions issued by Medical Practitioners during the year.

As at 31st March, 1952, the names of 1,684 persons appeared on the List of Interdictions. During the year the names of 649 persons were added to the list, and 387 were removed by Revocation. In addition, 176 names were removed owing to the expiration of the statutory period of five years since the date of Interdiction.

Government Liquor Stores and Warehouses sold approximately 12,670,700 Gallons of Beer during the Fiscal Year. Of this quantity, some 12,607,000 Gallons were manufactured in the Province of Alberta, 58,000 Gallons were brewed in Eastern Canada, and some 5,700 Gallons were imported from Great Britain.

A comparison of all Liquors sold appears below. This statement is shown in Imperial Gallons:

	Imported	Domestic
Beer, Ale and Stout	5,700	12,665,000
Wines	116,500	394,000
Liqueurs	10,600	13,300
Spirits	229,400	406,500
Alcohol (65 O.P.)		70
Alcohol (Absolute)		16

STAFF

It is again both a privilege and a pleasure to express appreciation and thanks to the Staff at all points through the Province. Although this is the twenty-eighth occasion upon which a similar acknowledgment has been made, it is by no means a routine tribute, but an expression of gratitude for willing and efficient service at all times.

All of which is respectfully submitted,

A. J. MASON,

Chairman.

ALBERTA LIQUOR CONTROL BOARD
STATEMENT "A"
ALBERTA LIQUOR CONTROL BOARD
BALANCE SHEET AS AT MARCH 31, 1952

ASSETS

Cash on hand	\$ 17,757.45	
Cash in banks and treasury branches	248,779.94	
		\$ 266,537.39
Inventories:		
Stocks of liquor and beer in bond at cost	\$ 1,219,240.23	
Stocks of liquor and beer in warehouses and stores at warehouse cost	2,621,321.01	
Liquor and beer in transit	526,559.54	
Containers on hand	1,528.10	
		4,368,648.88
Accounts receivable		41,250.81
Automobiles, furniture and fixtures at cost less reserve for depreciation		14,407.37
Buildings and land at cost less reserve for depre- ciation		84,866.45
Prepaid expenses		46,929.57
		<u>\$4,822,640.47</u>

LIABILITIES

Bank of Montreal overdraft	\$ 1,216,739.90	
Accounts payable	2,524,618.72	
Unearned license revenue	57,152.13	
General reserve	1,000,000.00	
Provincial Treasurer:		
Income for the year ended March 31, 1952:		
Net income	\$12,894,129.72	
Permit fees	191,582.25	
		\$13,085,711.97
Income under-remitted, March 31, 1951	18,157.43	
		<u>\$13,103,869.40</u>
Deduct:		
Remittances during the year ended March 31, 1952	\$12,829,739.68	
Transferred to general reserve	250,000.00	
		<u>13,079,739.68</u>
		24,129.72
A. J. MASON, Chairman.	J. M. McCRAY, Chief Accountant.	<u>\$4,822,640.47</u>

Contingent liability:

The Board has a contingent liability with respect to non-contributory pensions which may be awarded upon employees reaching retiring age.
Edmonton, Alberta, July 28, 1952.

I have audited the books and records of the Alberta Liquor Control Board for the year ended March 31, 1952.

Physical inventories of liquor, beer and containers were taken at March 31, 1952, by officials of the Board. Quantities were certified by respective warehouse and store managers. Cost of transferring stocks from warehouses to stores was not included in the inventory valuation. Inventories included goods on consignment amounting to \$356,876.20, the corresponding liability being included with accounts payable in the Balance Sheet.

Subject to the foregoing, I certify that, in my opinion, the above Balance Sheet is properly drawn up so as to show the true financial position of the Alberta Liquor Control Board as at March 31, 1952, according to information and explanations given to me and as shown by the books of the Board, and the accompanying Statement of Profit and Loss correctly sets forth the result of operations for the year ended at that date.

C. K. HUCKVALE, F.C.A.,
Provincial Auditor.

ANNUAL REPORT, 1951

STATEMENT "B"

ALBERTA LIQUOR CONTROL BOARD
STATEMENT OF PROFIT AND LOSS

FOR THE YEAR ENDED MARCH 31, 1952

	Liquor	Beer	Total
Gross sales	\$20,537,710.58	\$24,918,892.59	\$45,456,603.17
Less: Cost of goods sold....	10,966,275.95	20,405,893.52	31,372,169.47
Gross profit on sales	\$ 9,571,434.63	\$ 4,512,999.07	\$14,084,433.70
Less: Operating expenses			1,860,905.33
Net profit on sales			\$12,223,528.37
Add: Special income:			
License fees		\$ 737,272.80	
Less: License expense		59,819.93	
		\$ 677,452.87	
Sundry revenue, net		45,536.24	
			722,989.11
Net operating profit			\$12,946,517.48
Less: Non-operating expense:			
Capitalized value of non-contributory pensions awarded		\$ 44,296.17	
Permit expense		6,994.16	
Local option plebiscites		1,097.43	
			52,387.76
Net income for year ended March 31, 1952			<u><u>\$12,894,129.72</u></u>

ALBERTA LIQUOR CONTROL BOARD

STATEMENT "C"

ALBERTA LIQUOR CONTROL BOARD
STATEMENT OF COST OF GOODS SOLD

FOR THE YEAR ENDED MARCH 31, 1952

Inventory, April 1, 1951:

Liquor	\$ 3,747,322.75	
Beer	291,354.67	
	<u> </u>	\$ 4,038,677.42

Add:

Purchases, liquor	\$ 3,765,722.94	
Purchases, confiscated liquor	736.95	
Purchases, jugs and bottles	83,854.10	
Duty and sales tax	6,258,080.17	
Inward freight	618,403.26	
Marine insurance	12,421.46	
	<u> </u>	
	\$10,739,218.88	
Purchases, beer	20,478,623.89	
	<u> </u>	31,217,842.77
		<u> </u>
		\$35,256,520.19

Less:

Cash and trade discounts	\$ 27,067.23	
Claims	15,279.74	
Breakages	1,442.51	
	<u> </u>	43,789.48
		<u> </u>
		\$35,212,730.71

Less: Inventory, March 31, 1952:

Liquor	\$ 3,476,476.20	
Beer	364,085.04	
	<u> </u>	3,840,561.24
		<u> </u>

Cost of goods sold for the year ended

March 31, 1952	<u><u> </u></u>
	\$31,372,169.47

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STATEMENT "D"

ALBERTA LIQUOR CONTROL BOARD

LIST OF NET SALES OF LIQUOR AND BEER BY STORES

FOR YEAR APRIL 1st, 1951, to MARCH 31st, 1952

	Net Liquor Sales	Net Beer Sales	Total Sales Liquor and Beer
Athabasca	116,620.00	52,448.60	169,068.60
Banff	294,587.20	85,277.50	379,864.70
Banff Springs	58,881.80		58,881.80
Bassano	79,819.25	17,670.15	97,489.40
Blairmore	157,304.75	403,643.26	560,948.01
Bonnyville	90,260.60	35,418.40	125,679.00
Brooks	147,072.60	46,250.30	193,322.90
Cadomin	98,378.60	41,473.25	139,851.85
Calgary West	3,950,354.38	871,986.70	4,822,341.08
Calgary East	1,497,340.30	464,337.65	1,961,677.95
Calgary M.O.	3,553.15	465.70	4,018.85
Calgary Ret. Beer		5,148,586.30	5,148,586.30
Camrose	273,809.95	854,073.62	1,127,883.57
Coleman	100,321.10	55,548.15	155,869.25
Coronation	83,095.65	23,101.80	106,197.45
Drumheller	353,571.38	833,480.97	1,187,052.35
Edmonton North	3,559,783.60	917,636.30	4,477,419.90
Edmonton South	1,409,998.05	543,632.75	1,953,630.80
Edmonton West	1,928,792.55	712,656.00	2,641,448.55
Edmonton M.O.	38,264.72	2,690.05	40,954.77
Edmonton Ret. Beer		7,435,495.40	7,435,495.40
Edson	210,900.75	327,459.30	538,360.05
Grande Prairie	248,030.45	425,398.24	673,428.69
Hanna	149,932.84	36,700.30	186,633.14
High River	219,559.85	51,905.00	271,464.85
Innisfail	50,086.30	10,151.35	60,237.65
Jasper	186,301.05	30,278.53	216,579.58
Lac La Biche	96,136.40	45,802.00	141,938.40
Lacombe	197,409.75	563,362.18	760,771.93
Lake Louise	39,329.45		39,329.45
Lethbridge	1,009,058.75	354,849.70	1,363,908.45
Lethbridge Ret. Beer		1,371,003.76	1,371,003.76
Lloydminster	178,412.50	64,227.95	242,640.45
Macleod	217,534.60	141,884.37	359,418.97
Medicine Hat	515,933.88	631,627.52	1,147,561.40
Milk River	61,288.70	19,855.35	81,144.05
Mundare	136,465.10	38,503.95	174,969.05
McLennan	152,753.71	487,367.22	640,120.93
Olds	61,118.30	13,794.15	74,912.45
Peace River	299,148.81	510,997.90	810,146.71
Pincher Creek	86,836.35	22,617.75	109,454.10
Red Deer	357,262.60	582,741.21	940,003.81
Rocky Mountain House	114,060.25	31,361.75	145,422.00
Smoky Lake	115,347.15	54,034.95	169,382.10
Spirit River	90,839.15	36,082.66	126,921.81
Stettler	200,571.85	43,872.95	244,444.80
St. Paul	144,365.76	66,434.65	210,800.41
Taber	157,782.85	52,514.65	210,297.50
Two Hills	47,597.75	13,044.85	60,642.60
Vegreville	210,535.80	73,912.20	284,448.00
Vermilion	159,088.60	52,813.85	211,902.45
Wainwright	228,858.40	53,555.80	282,414.20
Waterton Park	27,109.85	10,973.10	38,082.95
Wetaskiwin	228,584.95	88,382.90	316,967.85
Willingdon	97,658.45	65,507.70	163,166.15
	<u>20,537,710.58</u>	<u>24,918,892.59</u>	<u>45,456,603.17</u>

ALBERTA LIQUOR CONTROL BOARD

APPENDIX "A"

STATEMENT SHOWING DISTILLER'S, BREWERS', BEER, CLUB, CANTEEN, CLUB LIQUOR AND CANTEEN LIQUOR LICENSES ISSUED, WITH RECORD OF CANCELLATIONS AND SUSPENSIONS

DISTILLER'S LICENSE ISSUED 1951

License Number	Name of Distillery	Place
1	Alberta Distillers Limited.....	Calgary

BREWERS' LICENSES ISSUED 1951

License Number	Name of Brewery	Place
1	Sicks' Edmonton Brewery Limited.....	Edmonton
2	Sicks' Lethbridge Brewery Limited.....	Lethbridge
3	Calgary Brewing and Malting Company Limited.....	Calgary
4	North West Brewing Company Limited.....	Edmonton
5	Big Horn Brewing Company Limited.....	Calgary

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NUMBER OF BEER LICENSES IN FORCE AS AT DECEMBER 31st, 1951.....399

CANCELLATIONS AND SUSPENSIONS OF BEER LICENSE PRIVILEGES 1951

Cochrane Hote—Cochrane: Cochrane Hotel (Alberta) Limited, (Charles Cecil Ballantyne, Manager; David B. Longbotham, Assistant Manager), Licensee. Beer License No. 309 suspended from January 18th to January 25th, inclusive, 1951. Serving Minors—Infraction Section 90, Government Liquor Control Act of Alberta.

Slave Lake Hotel—Slave Lake: Slave Lake Hotel Limited, (Everett D. Vance, Manager), Licensee. Beer License No. 390—Off-premises Sale Privileges suspended from February 1st to February 14th, inclusive, 1951. Sales of beer for off-premises consumption made in excessive quantities.

Wabamun Hotel—Wabamun: Joseph Dumont and Mrs. Vitaline Dumont, Licensees. Beer License No. 62 suspended from March 12th to September 11th, inclusive, 1951. Serving Minors—Infraction Section 90, Government Liquor Control Act of Alberta.

Legal Hotel—Legal: Frank Kovacs, Licensee. Beer License No. 221 suspended from June 22nd to July 21st, inclusive, 1951. Selling beer after hours—Infraction Section 38 (a), Government Liquor Control Act of Alberta.

King George Hotel—New Norway: King George Hotel (New Norway) Limited, (Lambert M. Katterhagen, Manager), Licensee. Beer License No. 387 suspended from July 16th to August 2nd, inclusive, 1951. Unsatisfactory conduct of Hotel Premises.

Sylvan Lake Hotel—Sylvan Lake: Sylvan Lake Hotel Company Limited (William N. F. Dennison, Temporary Manager), Licensee. Beer License No. 339 suspended from August 24th to September 14th, inclusive, 1951. Serving Minors and serving beer in excessive quantities—Infractions Sections No. 90 and 84a, Government Liquor Control Act of Alberta.

Grand Hotel—Rimbey: Grand Hotel (Rimbey) Limited, (Charles F. Bowen, Manager), Licensee. Beer License No. 53 suspended from September 10th to September 20th, inclusive, 1951. Serving Minors and serving beer in excessive quantities—Infractions Sections 90 and 84a, Government Liquor Control Act of Alberta.

Darwin Hotel—Kirriemuir: Mike Moses, Licensee. Beer License No. 290 suspended from September 14th to October 13th, inclusive, 1951. Selling beer after hours—Infraction Section 38 (a), Government Liquor Control Act of Alberta.

Caroline Hotel—Caroline: Caroline Hotel Limited, (John A. Morie, Manager), Licensee. Beer License No. 177—Off-premises sale privilege suspended from October 1st to October 13th, inclusive, 1951. Sales of beer for off-premises consumption made in excessive quantities.

Victoria Hotel—Sangudo: Sangudo Hotel Co. Ltd., (Mrs. Rose Frevel, Temporary Manager), Licensee. Beer License No. 412 suspended from November 22nd to December 1st, inclusive, 1951. Serving Minors—Infraction Section 90, Government Liquor Control Act of Alberta.

NUMBER OF CLUB LICENSES ISSUED DURING THE YEAR 1951.....69

CANCELLATIONS AND SUSPENSIONS OF CLUB LICENSE PRIVILEGES 1951
Nil

NUMBER OF CANTEEN LICENSES ISSUED DURING THE YEAR 1951.....31

CANCELLATIONS AND SUSPENSIONS OF CANTEEN LICENSE PRIVILEGES 1951
Nil

NUMBER OF CLUB LIQUOR LICENSES ISSUED DURING THE YEAR 1951.....14

CANCELLATIONS AND SUSPENSIONS OF CLUB LIQUOR
LICENSE PRIVILEGES 1951
Nil

NUMBER OF CANTEEN LIQUOR LICENSES ISSUED
DURING THE YEAR 1951.....32

CANCELLATIONS AND SUSPENSIONS OF CANTEEN LIQUOR
LICENSE PRIVILEGES 1951
Nil

ALBERTA LIQUOR CONTROL BOARD

APPENDIX "B"

ALBERTA LIQUOR CONTROL BOARD
MEMORANDUM OF PERMITS ISSUED FROM
JANUARY 1st, 1951, TO DECEMBER 31st, 1951

	Number	Price	Amount
Individual:			
General	353,347	\$.50	\$176,673.50
Special:			
Physicians, Druggists, Dentists and Veterinarians	149	1.00	149.00
Manufacturing, Mechanical and Scientific Pursuits	18	1.00	18.00
Banquets	6,082	1.00	6,082.00
Hospitals	62	.50	31.00
Ministers of the Gospel	403	.25	100.75

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APPENDIX "C"

STAFF AS AT MARCH 31st, 1952

	Male	Female	Temporary and Casual	Total
ADMINISTRATIVE OFFICES:				
Chairman.....	1			1
Secretary to Chairman.....		1		1
Supervisor South District.....	1	1		2
DEPARTMENTS:				
Accountants.....	14	6	7	27
Beer Statistics.....	5		2	7
Licensing.....	8	2	3	13
Liquor Stocks.....	7		1	8
Traffic and Customs.....	3	2	3	8
Stores Supervision.....	1	1		2
WAREHOUSES.....	75	1	21	97
STORES.....	264	1	76	341
	379	15	113	507

Bound by
Marpell's Press Co-operative
Gardenvale

